

Light The Night

Our signature fundraising walk

Each year, in communities across Canada, teams of families, friends, and co-workers come together to bring the light to the dark world of blood cancers. In 2017 alone, 30,000 walkers, supported by 45,000 donors raised over \$5.8 million towards our mission.



Light The Night Edmonton has raised more than \$1.5 million since 2014 and we are excited to build it's potential and reach in the community in 2019!

The Opportunity

As a member of the Corporate Executive Committee (CEC) you will work in partnership with the other new and returning committee members to bring the biggest and most successful Light The Night event to Edmonton in 2019.

What it means to be a member

In your role, you bring the perfect combination of passion and expertise to help The Leukemia & Lymphoma Society of Canada meet its goals. You have the charisma, the network and the leadership to engage and motivate hundreds and even thousands more people to stand behind the fight to end blood cancers.

The Commitment

January – October 2019

Commit to having an impact of \$10,000 through:

- Helping us reach people just like you. Identify companies in your network and set up opportunities for yourself and/or our staff to present Light The Night. If you prefer, we're happy to make the ask on your behalf. We'll work with you to ensure it is done well and at the right time. Outcomes include new corporate sponsorships, corporate walk teams, and employee engagement opportunities.
- Creating a walk team through your organization or personal network.
- Assisting in securing in-kind sponsorships/donation from your connections/network.
- Bridging any national connections for our Walks in other Cities across Canada.
- Attending the walk on September 28th, 2019.

You will be recognized on our social media channels, regional website, newsletter as well as at the walk.

Next Steps

Quarterly – CEC meeting with Walk Chair and LLSC staff

Monthly – One on one meetings with LLSC staff

Interested?

Contact Erin Rooney, Senior Manager, Community & Corporate Engagement

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